

# NATIONAL FASD STRATEGY

## Social Media PACKAGE



The 2021 Federal Election is fast approaching. We need government support and public policy to effectively address Fetal Alcohol Spectrum Disorder (FASD) in Canada.

But FASD has not been an issue that our candidates have focused on during their campaigns. We want to get people talking about FASD and show our electoral candidates that this is an issue Canadians care about.

This is something that we cannot do alone. We encourage you, as FASD ambassadors and advocates, to help us get FASD on the 2021 Federal Election Platform and get support for a [National FASD Strategy](#).

### Get social

You can help get FASD on their radar by creating some buzz on your social media channels. Get loud about FASD and the 2021 Federal Election. Here are some ideas to help you get started:

- Share information, including facts and statistics about FASD. You can [find up to date information](#) on the Canada FASD Research Network website at [www.canfasd.ca](http://www.canfasd.ca)
- Share your stories. Show voters and candidates that FASD is more than a number. Tell your followers why FASD is such an important issue and why it needs to be on our radar this election.
- Encourage your followers to share their own stories using the hashtags #FASD #Elxn44 #ItsOurVote and #CdnPol
- Connect with your candidates to start a conversation about FASD. They can connect over social media, at events, over email, or through mail.
- Ask [questions of your candidates](#) and political parties to determine where they stand on this issue. Ask your followers to do the same. Some possible questions include:
  - What will you/your party do to address FASD in Canada?
  - Where does your party stand on supporting people with FASD and their families?
  - How is your party increasing awareness of the harms of alcohol, including FASD?
- Develop a network of support. Share your election activities with other FASD organizations and encourage them to do the same. Engage with other organizations on social media accounts by liking, sharing, and commenting on their content and following their pages.

## Social Media Tips

### *Use hashtags*

Political hashtags are a key piece of your social media posts. Using these hashtags in your posts will get your message out to people beyond your current audience. The popular hashtags used for this election are #Elxn44 #ItsOurVote and #CdnPoli. Don't forget to use the hashtag #FASD or #NationalFASDStrategy as well!

### *Tag candidates*

On many platforms you can "tag" political parties or candidates using the @ feature. This makes it more likely that the politician or the person running the account will see your post. Replace candidate1, 2, or 3 in our sample social media posts with the account of your local politician(s).

### *Bring attention to this movement*

Change the profile pictures and/or cover pictures on your social media accounts in the time leading up to the election to bring this issue to your audience's attention. Search "National FASD Strategy" on Facebook to add our National Strategy frame to your profile picture.

LinkedIn, and Twitter give you the option to pin important posts to the top of your feed. Be sure to pin your elections content to make sure it's the first thing your audience sees!

### *Use visuals*

Visual content gets the most attention on social media. Make sure your content includes pictures, graphics, and videos in order to grab your audience's attention. Check out our social media package for some downloadable graphics!

### *Connect with Us*

Follow Canada FASD Research Network on your social media accounts for more resources and supports about FASD. Find us on Twitter @CanFASD and on Facebook and LinkedIn.

### *Don't get political*

Do not encourage your followers to vote for one party over another. Instead, give them the information they need to make an informed decision regarding FASD in this Federal Election. You cannot make this decision for them.

## How to talk about FASD

Remember that talking about FASD can be difficult, and sometimes what we say can do more harm than good. We need to make sure that the language we use is accurate and respectful, and the information we share is up to date with the latest research findings. We've developed some media guides to help you talk about FASD.

### **Here are our English resources:**

[Common Messages](#)

[Language Guide](#)

[Language & Images Matters](#)

### **Voici nos ressources françaises:**

[Messages Communes](#)

[Parler de TSAF](#)

More media resources are available [here](#).

## Sample Social Media Posts

### Sample Tweets

Fetal Alcohol Spectrum Disorder #FASD affects 4% of Canadians. That's more than autism, cerebral palsy, and Down's Syndrome combined. Do you know how your candidate plans to address FASD in Canada? #Elxn44 #ItsOurVote

1.5 million Canadians have Fetal Alcohol Spectrum Disorder. It's time for a National #FASD Strategy @Candidate1 @Candidate2 @Candidate3 #Elxn44 #ItsOurVote.

Did you know that the impacts of #FASD cost Canadian taxpayers approximately 9.7 billion dollars every year? How does FASD fit into your platform @Candidate1 @Candidate2 @Candidate3? #ItsOurVote #Elxn44

There is no cure for FASD, but proper supports and resources can help individuals with FASD live successful, meaningful lives. It's time for a National FASD Strategy @Candidate1 @Candidate2 @Candidate3? #ItsOurVote #Elxn44

The impacts of Fetal Alcohol Spectrum Disorder #FASD affect all Canadians. Do you know how your candidate plans to address this issue? #ItsOurVote #Elxn44

We need a National FASD Strategy to address #FASD in Canada. Increasing funding to our healthcare system is not enough. #Elxn44 #ItsOurVote

### Sample Facebook Posts

FASD affects approximately 4% of Canadians, which is more people than autism, cerebral palsy, and Down's syndrome combined. We need a National #FASD Strategy. #Elxn44 #ItsOurVote

The impacts of Fetal Alcohol Spectrum Disorder #FASD affect all Canadians. @Candidate1 @Candidate2 @Candidate3 how are you going to address FASD in Canada? #ItsOurVote #Elxn44

How does #FASD fit into your Federal Election Platform @Candidate1 @Candidate2 @Candidate3? #ItsOurVote #Elxn44

Research estimates that when unsupported, FASD costs Canadian taxpayers approximately 9.7 billion dollars each year. A National FASD Strategy can significantly reduce that cost. Will you support a National #FASD Strategy? @Candidate1 @Candidate2 @Candidate3? #Elxn44 #ItsOurVote

**Support a**

# #NationalFASDStrategy

**It's time.**